

ment, billions of dollars are going to continue to be thrown at the development and exploitation of communication media. That, of course, means that changes will be even more rapid than we're seeing at present. Compare it, if you will, to the race between Japan and the West to develop the atomic bomb. With so much at stake, enormous sums of money and energies were devoted to solving the problem. It was the top priority. Well, a new race for world domination has begun.

So where can Canada fit in?

## Finding a Place for Canada

Click....A major Hollywood movie not yet out on video

Click....CNN headlines

Click....Latest stock market quotes

Click....BBC World Service

Click....A 3-part special on oceans

Click....A 2-week course on marketing for seniors

Click....*Sega* video game

Click....The latest weather in North America

In Bill Gates's words, "Where do you want to go today?" You can choose from a telephone-book-thick schedule of programs if you've got your own satellite. If not, well, even your friendly hotel has some 30 channels plus some six to eight pay options. And, of course, this is only the beginning. This is even before we have the 200-channel universe and even before convergence has transformed our computers into multi-access magic boxes that can video-conference, download movies and link up to whatever program we want whenever we want to watch it.

On the Internet, we all know the hundreds of thousands of "dot coms" out there and, of course, the fifteen-thousand newsgroups that are downloaded before you decide which "alt. site" to visit. We can chat, we can talk-back, we can read, we can play, we can write letters, we can listen, we can watch videos — all on the Net. But, without a sky-high neon signpost, how do you find what's there? How do we know that there's a Taj Mahal or a Royal Ontario Museum to walk through and visit?

Obviously an assumption here is that we want to communicate something to a broad audience, not simply one of a few hundred. We're talking about an audience that isn't simply made up of Canadians abroad and, given the kinds of dollars we're spending on TV5, doesn't duplicate the efforts we're already making.<sup>3</sup>

So how does Canada make a place for itself in a way that it isn't already doing? How do we reach new audiences and significant ones? Consider the following: You're tired. You've just checked into your hotel and you have a few spare hours — that's *after* you've checked your electronic mail (and responded) and *after* you've checked your telephone messages and faxes (and responded). Finally, you have a bit of time for yourself. You turn on the television and zap between the various channels.

3. Although TV5 is held up by some to be a model for achieving the kind of international profile any new Canadian strategy would aim for, the numbers of actual viewers is still unknown. TV5 has the figures for "reach" or the number of people who have access to it, but not for people who actually tune in.